



Good things come in 8s

Written by Leslie Turk

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Our Cool Town's international music festival is voted the best in the world (on the heels of our being named the South's Tastiest Town), a group of innovative community leaders launches INNOV8 Lafayette to coincide with said best fest, and over the weekend Lafayette was spotlighted in no less than eight stories in newspapers from Tennessee to Texas and California.

Three days before Festival International kicks off its 26th event April 25, the Cajun welcome mat will have been rolled out for entrepreneurs and creative thinkers gathering for the launch of INNOV8 Lafayette. The eight-day festival of ideas runs April 22-29, overlapping four days with Festival International. Sponsored by the Greater Lafayette Chamber of Commerce's Innovation Division, the event aims to bring creative ideas to the market in an annual celebration of innovation mirroring the success of Austin's [SXSW](#).

An INNOV8 preview event, a workshop on Lafayette's comprehensive plan, will be held April 18 at the Acadiana Center for the Arts. Presented by consulting firm Wallace, Roberts & Todd, the event is from 11:30 a.m. – 1:30 p.m. Admission is free and there will be a \$5 box lunch available.

The festival of ideas kicks off Sunday, April 22, with an Earth Day Celebration at National Wetlands Research Center from 1 p.m. to 5 p.m. View the full lineup [here](#).

But before INNOV8 and Festival International get under way, newspapers across the country continue to spread the word about our fair city.

On Sunday, April 1, pubs from at least three states featured the Hub City in their pages. Read what the Austin American-Statesman had to say [here](#) and [here](#).

Read what Walnut Creek, Calif.'s Sunday Times wrote [here](#).

And read the Tennessean's four stories [here](#), [here](#), [here](#) and [here](#).

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